

FILE

# fashion calendar

## 1971

31st year • issued weekly

APRIL 19

JANUARY							MAY							SEPTEMBER							
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FEBRUARY							JUNE							OCTOBER							
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APRIL							AUGUST							DECEMBER							
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ruth finley, publisher      tr 9-2343      8 east 77th street      new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, APRIL 19, 1971

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Just Issued	SPRING 1972 KNITWEAR COLORS Forecast colors for women's and girls' knitwear, sportswear, hosiery. Contact: Ruth Maguire, MU. 5-5881.	COLOR ASSN OF THE U.S. INC.	200 MADISON AVENUE
April 18	5:00 P.M., DESIGNER SHOE GUILD COCKTAIL PARTY, ESSEX HOUSE, COLONNADES ROOM		
Sunday April 18-	FIRST ANNUAL GUILD FASHION FOOTWEAR WEEK	DESIGNER SHOE GUILD (40 WEST 27TH STREET)	ESSEX HOUSE 160 CENTRAL PARK SOUTH
April 20	For manufacturers and retailers. Publicity: Billie Gould, 869-1675.		
Sunday April 18-	FALL BOYS' & YOUNG MEN'S MARKET WEEK	BAMA	HOTEL NEW YORKER 8TH AVE. & 34TH STREET
April 20	Showing of Fall collections by Boys' & Young Men's Apparel Manufacturers Association and Children's World -- a national youth wear market week. "Fashion Theatre" with free morning and afternoon performances. Also, free hospitality lounge on main floor. Contact: 594-5130.		
Sunday April 18-	FALL FOOTWEAR AND HANDBAGS	LATINAS (MID-ATLANTIC FOOTWEAR)	47 WEST 34TH STREET SUITE 1133
April 20	Continuous showings. Contact: 868-0550.		
Beginning Monday April 18-	FALL SHOE FASHIONS AND "THE BODY SHOP"	CAPEZIO, INC. (1855 BROADWAY)	ESSEX HOUSE SUITE 935
April 20	Introduction of "The Body Shop". Contact: Ero Williams. JU. 6-2150. (Showings April 18 - 20).		
Monday April 19 8:00 A.M. Breakfast	FALL FOOTWEAR AND FASHION PRESENTATION	DESIGNER SHOE GUILD (40 WEST 27TH STREET)	ESSEX HOUSE COLONNADES ROOM SOUTH
	Presentation of fashions by Halston. Speakers: Mr. Bruce E. Clubb; Alexandra Mayes -- Marketing Director, Glamour Magazine. Tickets: \$10.00.		
	Publicity: Billie Gould, 869-1675.		
Monday April 19 9:30 A.M.	FALL COLLECTION IN CALIFORNIA	HELGA	722 SOUTH LOS ANGELES ST. SHOWROOM
	Also showing April 20, 26 at 9:30 A.M. By reservation. Contact: 213-627-0806.		
Monday April 19 4:30 P.M. Cocktails	SHOWING OF KNITTED FASHIONS	FAIR-TEX MILLS (1410 BROADWAY)	ESSEX HOUSE COLONNADES ROOM
	Fashions for men, women, children in Fair-Tex Mills knitted fabrics of Enkalure nylon and Encron polyester by American Enka. Show at 5:00. By invitation. Publicity: Fair-Tex--Betty Yarmon, 755-3487; American Enka--Audrey Albert, James F. Fox, 500 Fifth Avenue, LA. 4-1180.		
Monday April 19 5:00 P.M.-	FASHION RECEPTION: NEW FALL SHOES	GOLO (350 FIFTH AVENUE)	ESSEX HOUSE PARK SUITE
7:00 P.M.	Golo will introduce their new Fall shoe collection. By invitation only. Publicity: Helen Perlman, BR. 9-5800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning April 19	OPENING OF COMPLETE FALL COLLECTIONS IN LOS ANGELES Contact: Los Angeles Fashion Guild, 110 East 9th St., L.A., 213-627-1034.		
Tuesday April 20 10:00 A.M.	FALL COLLECTIONS IN CALIFORNIA By invitation. Thereafter continuous. Contact: R. L. Spencer, 213-MA. 7-5201.	MR. BLACKWELL	719 S. LOS ANGELES STREET LOS ANGELES, CALIFORNIA
Tuesday April 20 4:00 P.M. Champagne	SPRING AND SUMMER COIFFURES "Le Miroir" -- preview of Spring-Summer coiffures by Monsieur Marc. By invitation. Contact: UN. 1-0700. Publicity: Muriel Durand, 355-6744.	MONSIEUR MARC	22 EAST 65TH STREET SALON - 2ND FLOOR
Tuesday April 20 6:15 P.M. Cocktails	PRESS PREVIEW: SPRING ROOMS Press preview of new designer rooms. By invitation. Open to public, Wed., April 21. Publicity: Arlene Friedlander, PL. 2-1988.	BLOOMINGDALE'S	5TH FLOOR
Tuesday April 20- May 15	FALL-WINTER COLLECTION Day-into-evening collection. By appt. Contact: 369-3770; or 247-0300, Ext. 204.	DIANE VON FURSTENBERG	ESSEX HOUSE - SUITE 204 160 CENTRAL PARK SOUTH
Wednesday April 21 11:00 A.M. & 2:00 P.M.	FALL PREVIEW "The Moving Picture" -- body fashions, daywear, nightwear. Introducing loungewear featuring The Jacques Tiffreau for Gossard collection. By invitation. Contact: Mary Ann Shraky, 682-8510.	GOSSARD	330 MADISON AVENUE SHOWROOM - PENTHOUSE
Wednesday April 21 12:30 P.M. Luncheon	FASHION SHOW: LUNCHEON "In-Out Fashions for both Sexes"--Women's fashions by Bill Tice for Royal and Men's fashions by Alexander Shields. Prices: \$5.95. By reservation. Contact: CI. 6-9171. Barbetta publicity: Ellen Perl, TE. 2-8212.	BILL TICE FOR ROYAL; AND ALEXANDER SHIELDS	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 21- April 28	FASHION FAIR IN LONDON - CLOTHING EXPORT COUNCIL Contact: British Trade Development, 150 East 58th St., 593-2258.		
Thursday April 22 12:30 P.M. Luncheon	ISRAELI BENEFIT FASHION SHOW Celebrities will model fashions from Israel. Accessories: Bonwit Teller. Chairman and Fashion Coordinator: Vera Bacal. Hon. Chmn: Mrs. Yosef Tekoah. Guest of honor: Bess Myerson. Show at 2:00. Reservations: minimum purchase \$500 Israel bond and \$6.00 for luncheon. Contact: 215 Park Ave. So., OR. 7-2775.	ISRAEL BONDS- N.Y. WOMEN'S DIV.	HOTEL AMERICANA IMPERIAL BALLROOM
Postponed April 22	MONSANTO (WIG FIBER DIVISION) PRESS PREVIEW, ORIGINALLY SCHEDULED FOR APRIL 22 HAS BEEN POSTPONED TO WEDNESDAY, MAY 5 at 12:30 (See page 6)		
Beginning Monday April 26	FRENCH READY-TO-WEAR FASHIONS Mr. Maurice Choukroun will present three French collections: Dennet Barry, sportswear; Andre Faller, blouses; and LOU, lingerie. For appointments, Contact: Ruth Hammer Associates, 685-8290.	THREE FRENCH COLLECTIONS	NEW YORK HILTON HOTEL SUITE 4109
April 24- April 28	INTERNATIONAL FUR TRADE FAIR IN FRANKFURT, Contact: JU. 2-7788 or Frankfurter Rauchwaren-Messe D-6000 Frankfurt Main, Bettinaplatz, West Germany.		
April 25	DAYLIGHT SAVING TIME BEGINS (Move clock ahead one hour).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 25- April 29	IGEDO FASHION FAIR, DUSSELDORF, GERMANY. Contact: Internationale Modemesse GmbH, 28 Freiligrathstrasse, Dusseldorf, Germany.		
Monday April 26	FALL AND WINTER BRIDAL COLLECTION	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
10:30 A.M. & 3:30 P.M.	Two formal showings: 10:30 A.M. and 3:30 P.M. By invitation. Thereafter by appointment. Contact: Julian Pollack, CH. 4-3847. Publicity: Janet Chute, 40 Cambridge St., Charlestown, Mass., 617-242-2677.		
Beginning Monday April 26 2:00 P.M.	FALL AND WINTER BRIDAL FASHIONS	GALINA-BOUQUET	499 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Galina and Bouquet bridal, bridesmaid and children attendant gowns, designed by Christos. Showings at 2:00 P.M., April 26, 27, 28, May 3, 4. By invitation. Contact: Michael, 565-3304. Publicity: Margaret Hodge, 765-0653.		
April 26	3:30 P.M., PRISCILLA OF BOSTON, 498 Seventh Avenue, 9th floor, 244-3847.		
Beginning Monday April 26	OPENING OF FALL COLLECTION	THE ARKINS; & LANVIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Continuous by appointment. Contact: Florence Napp (for Lanvin), WI. 7-5324.		
Beginning Monday April 26	OPENING OF COMPLETE FALL COLLECTION	DESIGN THAI	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Continuous by appointment. Contact: Joanne Jaap or Larry Croen, 239-8530.		
Beginning Monday April 26	OPENING OF FALL KNITWEAR COLLECTION	GINORI	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Dresses, separates, sportswear. By reservation. Contact: Ann Lawrence, 244-4700		
Beginning Monday April 26	OPENING OF FALL COLLECTION	MARDI GRAS BY JERRY MARSCH	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Continuous showings. Contact: Bernice Geller, 947-2055.		
Beginning Monday April 26	OPENING OF FALL COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Continuous showings by appointment. Contact: LO. 3-4358.		
Beginning Monday April 26	OPENING OF FALL COLLECTION	PARNES-FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Designed by Terry Morton and Sandra Nussbaum. Contact: BR. 9-0952.		
Beginning Monday April 26- April 30	READY-TO-WEAR FROM CANADA	CANADIAN DEPT. TRADE COMMERCE, INDUSTRY	McALPIN HOTEL 7TH FLOOR
	Coats, suits, dresses, rainwear, sportswear, knits, skiwear, sport coats, (leather, suede, fun fur). By appointment. Contact: Ray Everett, 586-2400.		
Tuesday April 27 4:30 P.M. Cocktails	PREVIEW OF "OLEFIN" FIBERS FOR APPAREL	HERCULES, INC.	ADONIS (AT 64TH STREET) 1230 SECOND AVENUE
	Introduction of "Olefins" fibers for men's and women's knit fashions. Show at 5:15. By invitation. Contact: Pauline Delli Carpini, 752-5525.		
Tuesday April 27 5:00 P.M.- 7:00 P.M.	PREVIEW OF ART BY ALFRED DE CABROL	BERGDORF GOODMAN	4TH FLOOR NENA'S GALLERY
	"The Tropical World" of Alfred de Cabrol. By invitation. Open through May 11. Publicity: Madeline de Vries, PL. 3-7300.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday April 27	OPENING OF FALL COLLECTION Day through evening fashions designed by Eleanor Brenner. Continuous by appointment. Contact: Norma Wilk or Hank Sinkel, 947-9677.	ELEANOR BRENNER FOR BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday April 28 9:30, 11:00, 2:00, 3:30	RESIDENT BUYERS AND PRESS SHOWS Fall '71 lingerie collection. Press at 9:30, 2:00, 3:30. By reservation. Contact: (buyers: Marjorie Carney; (press): Andrée Carr, 682-5580.	VASSARETTE	261 MADISON AVENUE LITTLE THEATRE
Wednesday April 28 11:00 A.M.	PRESS SHOWING: FALL COLLECTION Also May 4 and 11 at 11:00 A.M. By reservation. Contact: LO. 3-0988.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday April 28 11:30 A.M.	CUSTOMER SHOWINGS OF SUMMER FASHIONS By Alan Phillips for Jeremy. Publ: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Wednesday April 28 12:00 Noon Luncheon	PRESS PREVIEW: FALL MENSWEAR John Weitz will preview his collection of Fall menswear at a luncheon for the press. By invitation. Contact: Helen Berkowitz, 563-4920.	JOHN WEITZ (40 WEST 55TH STREET)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday April 28 12:30 P.M. Luncheon	IMPORTED BOUTIQUE SPORTSWEAR AT LUNCHEON Fashions for sun and fun. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	TRES VITE	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 28 2:00 P.M. & 3:30 P.M.	FALL '71 PREVIEW OF FOUNDATIONS Two showings for press and resident buyers. By reservation. Contact (buyers): Kay Keniry, 661-1300, ext. 296; (press): Lucia Childs, ext. 266.	WARNER'S SLIMWEAR	90 PARK AVENUE SHOWROOM - 12TH FLOOR
Wednesday April 28 4:15 P.M. Cocktails	AMERICAN DESIGNER SHOWING Crompton-Richmond will present men's and women's fashions for Fall. Show at 4:45. By invitation. (Also Wed., May 5 at 4:00 P.M., Hotel Ambassador, L.A.) Publicity: Helen Boyd, 564-2900, ext. 296.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Thursday April 29 10:30 A.M.	PRESS PREVIEW: FALL-WINTER COLLECTION By invitation. Contact: Bob Miller, 695-7715.	CONCEPT VII BY JACK BODI	530 SEVENTH AVENUE NEW SHOWROOM - 6TH FLOOR
Thursday April 29 10:30 A.M. & 2:30 P.M.	TWO SHOWINGS: FALL LINGERIE Showings for resident buyers. By invitation. (Beginning Monday, May 10 daily at 9:30, 10:30, 2:30). Publicity: Priscilla Weinlandt, JU. 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday April 29 11:00 A.M. & 2:30 P.M.	FALL LINGERIE AND AT-HOME FASHIONS Showing of lingerie, underfashions and at-home fashions. For press and resident buyers. By reservation. Contact: Marian Sherwood, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Thursday April 29 11:30 A.M. Aperitif	PREVIEW OF SPANISH LEATHER FASHIONS "Espana Apertivo" -- Coats, suits and newly introduced sportswear in Spanish leathers. Also Pertegaz leather collection. By invitation. Contact: Billie Gould, 869-1675.	LEDASPAIN (1410 BROADWAY)	SPANISH NAT'L TOURIST BUR. 589 FIFTH AVE. (48TH STREET)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 29 12:30 P.M. Luncheon	53RD ANNUAL KNITWEAR CONVENTION	NATIONAL KNITTED OUTERWEAR ASSOCIATION	AMERICANA HOTEL BALLROOM
	American-designed, original knit apparel for men, women and children presented by: Allied Chemical Corp.; American Cyanamid Co.; American Enka Corp.; American Wool Council; Bancroft Licensing Division; Indian Head, Inc.; Celanese Fibers Marketing Co.; Cotton, Incorporated; Courtaulds North America, Inc.; E. I. duPont de Nemours & Co., Inc.; Eastman Chemical Products Inc.; FMC Corp.; American Viscose Division; Hystron Fibers, Inc.; Monsanto Textiles Division; Phillips Fibers Corp.; Supima Association of America; The Wool Bureau, Inc.; and Woolknit Associates, Inc. Commentator: John Weitz. Producer: Mia Grau. Price: \$15.00. Press by ticket only. Contact: Edward Brandwein, 51 Madison Avenue, 683-7520.		
Sunday May 2- May 4	HOME SEWING SHOW FOR BUYERS	AMERICAN FASHION HOME SEWING COUNCIL, INC.	WALDORF-ASTORIA 9TH AND 10TH FLOORS
	Preview of over-the-counter fabrics, trimmings, sewing accessories, patterns by 100 major resources. Special color and fashion forecast rooms; panel discussions. Hours: Sun., 10:00 A.M. - 7:00 P.M.; Mon. and Tues., 9:30 A.M. - 6:00 P.M. Contact: Muriel Wanderman, 475 Fifth Ave, 969-0300.		
Monday May 3 1:15 P.M.	OPENING OF FALL COLLECTION	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Also May 10 at 1.15. By reservation. Contact: Miss Fritz, LO. 5-4115.		
Monday May 3 2:30 P.M.	OPENING OF FALL COLLECTION	MODERN COUTURE BY PEG ENDERSBY	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Also May 10 at 10:30 A.M. By reservation. Contact: CH. 4-3169.		
Monday May 3 5:30 P.M.	FALL COLLECTION IN NEW YORK	HELGA	HOTEL GOTHAM VICE PRESIDENTIAL SUITE
	Also May 5, 10, 12, 17, 18 at 5:30 P.M. By reservation. Contact: Dick Steiner or Walter Oppenheimer, 213-627-0806. (L.A.); or 355-6033 (N.Y.).		
Beginning Monday May 3	OPENING OF FALL COLLECTION	DIA DIODATO	512 SEVENTH AVENUE NEW SHOWROOM - 38TH FLOOR
	Dresses and sportswear, in addition to coats. Contact: 594-3219.		
Beginning Monday May 3	OPENING OF FALL COLLECTION	GINALA	512 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Continuous by appointment. <u>(Note date change)</u> Contact: Mandy Cole, 244-2700.		
Beginning Monday May 3	OPENING OF FALL COLLECTION	GINESSA	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Continuous by appointment. <u>(Note date change)</u> Contact: Barbara Walker, 244-2700.		
Beginning Monday May 3	OPENING OF FALL COLLECTION	IMAGES BY PHILIPPE BODINAT	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Continuous by appointment. Contact: LO. 4-9320.		
Beginning Monday May 3	OPENING OF FALL COLLECTION	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Continuous showings by appointment. Contact: Kay Farmer, OX. 5-4812.		
Beginning Monday May 3	OPENING OF FALL COLLECTION	REFLECTIONS BY BEVERLY MOYER	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Continuous showings by appointment. Contact: LO. 4-9320.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Miss Nancy, 868-9070.	DON SIMONELLI	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
Beginning Monday May 3	FALL READY-TO-WEAR DESIGNED IN ROME <u>In L.A., Beverly Wilshire, April 19, 20, 21. Contact: 213-879-0950. In San Francisco, Fairmont, April 22, 23. Contact: 415-982-3551. Publ: Hamra Assoc. 753-9833.</u>	BARONESS MA RO-MELODIA OF ROME	ST. REGIS HOTEL PRIVATE SUITE
Tuesday May 4 8:45 A.M. Breakfast	PREVIEW SHOWING: FALL SPORTSWEAR Show promptly at 9:00. By invitation. Thereafter by appointment in private suite until May 21. Publicity: Betty Yarmon, 755-3487.	TIKTINER (NICE, FRANCE)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 4 10:00 A.M.	PREVIEW OF FALL COLLECTION By reservation. Continuous thereafter. Contact: Howard Gilson, 695-6234.	JEUNESSE BY JEANNENE BOOHER	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 4	11:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh Avenue, LO. 3-0988.		
Tuesday May 4 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: PE. 6-6983.	H.O.B.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday May 4 1:00 P.M.	OPENING OF FALL COLLECTION Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	THE FIFTH ADDITION BY MARSHALL KLUGMAN	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday May 4 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Buyer show at 3:00.</u> Additional show at 4:00. By invitation. Contact: Harri Carey, 695-5555.	JON HAGGINS	37 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Beginning Tuesday May 4	FALL COLLECTION BY TARQUIN Continuous by appointment. Contact: Vera Bartul, LA. 4-4562.	SAMUEL ROBERT	1407 BROADWAY SHOWROOM - 40TH FLOOR
Beginning May 4	OPENING OF FALL COLLECTION Continuous showings. Contact: Judy Harvey, LO. 4-0462.	SPORT SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Gina Harrington, 736-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday May 5 11:30 A.M.	PREVIEW SHOWING: FALL COLLECTION By invitation. Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 5 11:30 A.M.	CUSTOMER SHOWING OF SUMMER FASHIONS Fashions by Gino Charles and Malcolm Charles. Publ: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Wednesday May 5 12:30 P.M. Luncheon	PRESS PREVIEW: NEW WIG FIBER "Wigging Out" -- presentation of Monsanto's new wig fiber. By invitation. Publicity: Virginia Haynes, 556-5432.	MONSANTO (WIG FIBER DIVISION)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 5 1:00 P.M.	PRESS SHOWING BY MAXIME DE LA FALaise By invitation. Thereafter by appointment. Contact: 695-1617 or 947-1050.	HARMON KNITWEAR AND BLOUSECRAFT	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 5 3:00 P.M.	PREMIERE COLLECTION DESIGNED BY ADRI By invitation. Contact: Shirley Ornstein, LO. 4-9115.	CLOTHES CIRCUIT (DIV. OF ANNE FOGARTY)	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 5 4:30 P.M.	PREVIEW OF FALL DRESSES & SUITS By invitation. Contact: Michele Abruzzo, BR. 9-6560.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
May 5	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
Beginning Wednesday May 5	OPENING: FALL COLLECTION Continuous showings. Please note new showroom. Contact: Betsey Klein, 736-1076.	AQUANALA	512 SEVENTH AVENUE NEW SHOWROOM - 13TH FLOOR
Thursday May 6 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTIONS Premiere of Ken Meritt's Fall collection. By invitation. Thereafter continuous. Contact: Fleuret Rothschild, 244-4713.	KEN MERITT	250 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Thursday May 6 10:00 A.M.	INTRODUCTION OF NEW FALL SPORTSWEAR By reservation. (Press show at 2:30, by invitation). Also, May 11 and 19 at 10:00 A.M. Contact: Sydelle Shaw or Sheldon Post, 594-5424.	SOMETHING! BY OSCAR DE LA RENTA	1411 BROADWAY SHOWROOM - 29TH FLOOR
Thursday May 6 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Thereafter by appointment. Contact: Arthur Sheer, LO.5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 6 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Contact: 868-2880. Publicity: Eleanor Lambert, MU. 8-2130.	ANNEMARIE GARDIN FOR PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 6 1:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-6874. Publicity: Betty Yarmon, 755-3487.	STUDIO SIX BY TOM NASARRE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 6	2:30 P.M., SOMETHING! BY OSCAR DE LA RENTA, PRESS SHOW, by invitation,		
May 6	4:00 P.M., JOHN ANTHONY, 530 Seventh, PRESS SHOW, by invitation, 239-7080.		
Thursday May 6 4:00 P.M.	FALL COLLECTION BY OLE BORDEN By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 7 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of fashions, home furnishings, children's items, gifts by West Virginia craftsmen. By invitation. Thereafter Hotel Gotham, private suite, through May 21. By appointment. Contact: Florette Angel, 147 Summers Street, Charleston, West Virginia, 304-343-0171.	MOUNTAIN ARTISANS (WEST VIRGINIA)	TIME & LIFE BUILDING PONTI AUDITORIUM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 7 12:00 Noon	CALIFORNIA COLLECTION IN NEW YORK Also May 14 at 1:00 P.M.	PHYLLIS SUES (8680 MELROSE AVE., L.A.) Contact: Marion Auley at Sylvan Rich, 947-8470.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday May 7 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact:	SCHRADER SPORT BY TOM NASARRE LO. 4-9194. Publicity:	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Betty Yarmon, 755-3487.
May 9	MOTHER'S DAY (Sunday)		
Monday May 10 10:00 A.M.	OPENING OF FALL COLLECTION Designed by Beverly Moyer and Bill de Natale. Also May 19 at 10:00 A.M. By reservation. Contact: Neil Peskin, LA. 4-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday May 10 10:30 A.M.	OPENING OF FALL COLLECTION Also, Monday, May 17 at 10:30. By invitation. Contact: Alan Baron, PE. 6-8867.	HENRY FRIEDRICKS	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
May 10	10:30 A.M., MODERN COUTURE, 530 Seventh Avenue, 19th floor, CH. 4-3169.		
May 10	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, PRESS SHOW, by invitation.		
May 10	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, PRESS SHOW, by invitation.		
Monday May 10 12:00 Noon	FALL COLLECTION AND BOUTIQUE SPORTSWEAR Introduction of Boutique Sportswear, in addition to complete Fall collection. Also May 14, 19, 25 at 12:00. Contact: LA. 4-0237.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 10	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh, PRESS SHOW, by invitation.		
May 10	1:15 P.M., NAT KAPLAN, 498 Seventh Avenue, 21st floor, LO. 5-4115.		
Monday May 10 2:00 P.M.	FALL COLLECTION BY HUBERT LATIMER Also May 19 at 2:30 P.M., May 20 at 9:30 A.M. By reservation. Contact: LO. 4-9220.	CHRISTIAN DIOR- NEW YORK	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday May 10 3:00 P.M.	OPENING OF FALL COLLECTION Also May 17, 19, 25 at 11:00 A.M. By reservation. (Press Show, May 10 at 11:00 A.M.). Contact: Marilyn Pignoni, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 10 3:30 P.M.	PRESS SHOWING: FALL COLLECTION By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE BOUTIQUE	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR
Monday May 10 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Mr. Macy, PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday May 10 4:30 P.M.	OPENING OF FALL COLLECTION Also May 19 at 4:30. By reservation. Contact: Bill Levin or Jo McLeod, 239-4155.	DOMINIC ROMPOLLO	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 10 5:00 P.M.	OPENING OF NEW COLLECTION Introducing a new concept in clothing and a new merger -- Richard Tam, Inc. and Jon Mandl for Tam II. By invitation. Thereafter at Sylvan Rich Showroom, 530 Seventh Ave., 9th fl. Contact: Marion Auley, 947-8470; or 213-749-2224.	RICHARD TAM/ JON MANDL	HOTEL PLAZA TERRACE ROOM
May 10	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
Monday May 10 6:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	HOTEL PIERRE COTILLION ROOM
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 244-6761.	CARLYE BY SADYE WEINBERG	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous by appointment. Contact: WI. 7-7457.	KIKI HART BY GEORGE SAMEN	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday May 10	FALL COLLECTIONS Continuous showings. By appointment. Contact: Joe Melton, 565-6900.	JONNY HERBERT; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 10- May 21	FALL AND WINTER COLLECTIONS By appointment. Contact: Gail Jannon, Nippi New York, Inc., 155 East 55th Street, 758-7760.	HANAE MORI	WALDORF-ASTORIA PRIVATE SUITE
Beginning Monday May 10	FALL COLLECTIONS Ready-to-wear by Emmanuelle Khanh and Ossie Clark; accessories by Gosta. By appointment. Contact: Sophie Xuereb, 755-7171.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous showings. Contact: Miss Helen, CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 11 9:00 A.M.	OPENING OF FALL COLLECTION Also May 18 at 9:00 A.M.	MORTON MYLES FOR MALCOLM CHARLES Contact: Geri Lasher, 594-3000.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 11 9:30 A.M.	FALL COLLECTION By invitation only. Contact: Dick Conrad, 695-2900.	BARBARA LARSON FOR STJ	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 11 10:00 A.M.	OPENING OF FALL COLLECTION Also May 13, 18, 25 at 10:00 A.M. By reservation.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 11 10:00 A.M.	FALL COLLECTION BY MOLLY Also May 13 and 18 at 10:00 A.M. By reservation.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
May 11	10:00 A.M., SOMETHING! BY OSCAR DE LA RENTA, 1411 Bway, 29th floor, 594-5424.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 11 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 13 at 11:00 A.M. Contact: 279-3091.	PIERRE CARDIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
May 11	11:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh Ave., 2nd fl, LO. 3-0988.		
Tuesday May 11 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 and 17 at 12:00 Noon. (Press show, Monday, May 10 at 12:00 Noon). By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE	550 SEVENTH AVENUE NEW SHOWROOM - 4TH FLOOR
Tuesday May 11 12:00 Noon	NEW SPORTSWEAR COLLECTION By invitation. Contact: MU. 3-2467. Publicity: Viola Rossi, 489-8118.	SPORTCOUTURE BY FRANCESCA FOR DAMON	1410 BROADWAY SHOWROOM - 12TH FLOOR
Tuesday May 11 12:00 Noon	PREVIEW OF FALL COLLECTION Thereafter by appointment. Contact: Shirley Ornstein, LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 11 1:00 P.M.	OPENING OF FALL COLLECTION Also May 12, 17, 18, 24, June 1 at 1:00. Contact: Jean Roberts. LA. 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 11 1:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 11 2:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 11:30. By reservation. Contact: Bill Parnes, 564-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 11 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. Continuous thereafter. Contact: Nan Koven, BR. 9-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 11 2:00 P.M.	FALL BOUTIQUE COLLECTION By invitation. (Limited seating). Contact: Anita Tiburzi, 752-1510.	VALENTINO	PLACE TO BE ANNOUNCED
Tuesday May 11 2:30 P.M.	FALL COLLECTION BY MARIE McCARTHY Also May 12, 17, 19, 24 at 2:30. By reservation. Contact: 244-1872.	LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 11 2:30 P.M.	OPENING OF FALL COLLECTION Also May 14 and 19 at 2:30. By reservation. Contact: PE. 6-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday May 11 3:00 P.M.	SHOWING OF FALL COLLECTION Premiere collection by John Anthony. By reservation. (Press Show, Thurs., May 6 at 4:00 P.M., by invitation). Contact: Bob Levine, 239-7080.	JOHN ANTHONY	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Tuesday May 11 3:30 P.M.	OPENING OF FALL COLLECTIONS Designed by Patrick Porter and Mario Forte. By invitation. Continuous thereafter. Contact: LO. 5-1025. Publicity: Barbara Kling, LT. 1-8024.	RONA DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 11 4:00 P.M.	FALL SHOWING Cacharel of Paris will present his Fall collection. cocktails. By invitation. Contact: Susie Vogel,	CACHAREL (DIV. OF MALLORY)	LAMB'S CLUB 130 WEST 44TH STREET) Show followed by WI. 7-4406.
Tuesday May 11 4:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 4:00. By reservation. Contact: Roslyn Shoenthal,	MALCOLM STARR BY ELINOR SIMMONS	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR 594-0030.
Tuesday May 11 4:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 4:00. By reservation. Contact: 594-0030.	J.G. COUTURE BY ARTHUR DOUCETTE	530 SEVENTH AVENUE MALCOLM STARR SHOWROOM
Tuesday May 11 4:00 P.M. Aperitif	72ND ANNUAL STUDENT SHOW The Fashion Division of Pratt will present its annual collection by students. Show at 4:30. By invitation. Contact: Mrs. Lisa Porfido, 622-2200, ext. 383.	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday May 11 5:15 P.M.	FALL COLLECTION BY STEPHEN BURROWS Showing of Fall collection for press and buyers. By invitation. Publicity: Joanne Creveling, CI. 7-1100, ext. 345.	BENDEL STUDIO	PLACE TO BE ANNOUNCED
Tuesday May 11 7:00 P.M.	INT'L LEATHER FASHION SHOW Annual fashion showing of men's and women's leather and suede ready-to-wear and sportswear. By invitation. Production: Sybil Weinman. By reservation. Contact: MU. 7-1185.	INTERNATIONAL TRADE SHOWS	HOTEL McALPIN BALLROOM
Beginning Tuesday May 11	OPENING OF AUTUMN COLLECTION Continuous by appointment. Contact: Bernice Lewis, 279-3410.	GIORGINI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 11	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Judy Lauterstein, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 12 8:30 A.M. Breakfast	OPENING OF FALL COLLECTION By invitation. Thereafter by reservation at showroom, 530 Seventh Avenue, 4th floor. Contact: LW. 4-9000.	KASPER (530 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Wednesday May 12 10:00 A.M.	PRESS SHOWING: FALL COLLECTION By reservation. <u>(Note change of time)</u> . Contact: LW. 4-0454.	BEENE BAZAAR	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR
Wednesday May 12 10:30 A.M.	OPENING OF FALL COLLECTION Also May 18, 20, 26 at 10:30 A.M. By reservation. <u>(Press: May 12, 2:30 P.M., by invitation)</u> . Contact: LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 12 11:00 A.M.	PRESS SHOWING: FALL COLLECTION <u>(Note change of time)</u> . Also May 13 and 18 at 10:00 A.M. By reservation. Contact: Doug Sylvia, 594-5660.	LEO NARDUCCI	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR
May 12	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, 4th floor, LW. 4-0454.		

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Wednesday May 12 12:00 Noon	OPENING OF FALL COLLECTIONS <u>(Note change of time)</u> . Also May 19, 26, June 2 at 11:30 A.M. Contact: LA. 4-3520.	TRAINA BOUTIQUE & TRAINA SPORT	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday May 12 1:00 P.M.	OPENING OF FALL COLLECTION Also May 18 and 25 at 1:00. By reservation. (Press, May 10 at 1:00, by invitation). Contact: Lucille Tice, WI. 7-8235.	BOUTIQUE DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 12	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
May 12	2:30 P.M., OSCAR DE LA RENTA, PRESS SHOW, 550 Seventh Avenue, by invitation.		
May 12	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
Wednesday May 12 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 3-6126.	GAVI BY MILTON KORWIN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
May 12	4:00 P.M., DONALD BROOKS, PRESS SHOW, 550 Seventh Avenue, by invitation.		
May 12	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
Beginning Wednesday May 12	OPENING OF FALL COLLECTION "Ideas for Fall" by Miss Rikki. By appointment. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 13 8:00 A.M. Breakfast	17TH ANNUAL HOME FURNISHINGS CONFERENCE "This is the Year for Home Furnishings." --day long conference. Creative Merchandising Awards Luncheon at 12:30. Price: \$25.00, members; \$35.00 non-members. Contact: Trude Low, CH. 4-8780.	NATIONAL RETAIL MERCHANTS ASS'N.	BILTMORE HOTEL MADISON AVE. & 43RD ST.
Thursday May 13 9:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Matty, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 13 9:00 A.M.	PRESS PREVIEW: FALL COLLECTION "A New Concept in Contemporary Clothes, at a new price, for a new Tif." By invitation. Thereafter by appointment. Contact: 947-4551.	JACQUES TIFFEAU	550 SEVENTH AVENUE NEW SHOWROOM - 22ND FLOOR
May 13	10:00 A.M., LEO NARDUCCI, 550 Seventh Avenue, 8th floor, 594-5660.		
May 13	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 13	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121.		
Thursday May 13 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Abbott, BR. 9-9223.	V & J DESIGNS BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday May 13 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Matty Talmack, LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 13 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: WI. 7-6845.	VICTORIA ROYAL LTD. BY BILL HAIRE	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
May 13	11:00 A.M., PIERRE CARDIN, 550 Seventh Avenue, 24th floor, 279-3091.		
Thursday May 13 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: LO. 3-6126.	CLARET BY JOSEPH BUCHEIR	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday May 13 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Also Tuesday, May 18, at 12:00 Noon.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 13 1:30 P.M.	PRESS PREVIEW: FALL & WINTER COLLECTION Daytime dresses, costumes and evening fashions, designed by Jay Anderson and Fred Ackerman. By invitation. Thereafter by appointment. Contact: Mrs. Penny Walker, 947-0964. Publicity: Margaret Hodge, 1250 Sixth Ave., 765-0653.	POSH, INC. BY JAY ANDERSON	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 13 2:30 P.M.	OPENING OF FALL COLLECTION Also May 18, 20, 25, June 2 at 2:30. (Press show, Monday, May 17 at 3:00 P.M. Hotel Pierre, by invitation). Contact: 524-6968.	BILL BLASS LTD.	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 13 4:00 P.M.	OPENING OF FALL COLLECTION Also May 18 and 25 at 4:00. By reservation. (Press show, Wednesday, May 12 at 4:00, by invitation). Contact: Mary Jean Rainnie, WI. 7-8235.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 13 5:00 P.M.	PREVIEW SHOWING OF FALL COLLECTION By invitation. (Note change of time). Contact: Betty Hanson, 279-9915.	ANNE KLEIN AND COMPANY	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Thursday May 13 5:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. Showings at Hotel Gotham, private suite, May 14 at 12:00 Noon and May 17 at 6:30. Contact: Marjorie Plecher, 213-657-8586.	RAY AGHAYAN/BOB MACKIE (8636 MELROSE AVE., L.A.)	ST. REGIS HOTEL VERSAILLES SUITE
Friday May 14 8:30 A.M.	PREMIERE OF NEW SPORTSWEAR DIVISION By invitation. Contact: Steve Harrison, LW. 4-9000.	DESIGNED BY KASPER FOR JOAN LESLIE	500 CLUB 500 SEVENTH AVENUE
Friday May 14 10:00 A.M.	FALL COLLECTION BY PHILLIPE GUIBORGE Also May 17 at 10:00. By reservation. Contact: Fleta Hickman, LO. 4-9220.	MISS DIOR	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday May 14 11:00 A.M.	PREMIERE SHOWING: FALL COLLECTION Also May 17 at 11:00, May 20 at 1:00, May 24 at 12:00. By reservation. Contact: Ben Ray, CH. 4-3877.	EDWARD PARNE, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
May 14	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 14	1:00 P.M., PHYLLIS SUES, 530 Seventh Avenue, 9th floor, 947-8470.		
May 14	2:30 P.M., HOUSE OF BRANELL, 530 Seventh Avenue, 27th floor, PE. 6-6983.		
May 17	10:00 A.M., MISS DIOR, 498 Seventh Avenue, 17th floor, LO. 4-9220.		
May 17	10:30 A.M., HENRY FRIEDRICKS, 205 West 39th Street, 13th floor, PE. 6-8867.		
May 17	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave, 23rd fl, LA. 4-9350.		
May 17	11:00 A.M., EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
Monday May 17 11:30 A.M.	OPENING OF FALL COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 17	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, 4th floor, LW. 4-0454.		
Monday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showing for press and buyers, by reservation. Contact: Maria Scotto, 239-8878.	CHESTER NOW	530 SEVENTH AVENUE NEW SHOWROOM - 16TH FL.
May 17	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
May 17	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
May 17	3:00 P.M., BILL BLASS PRESS SHOW, Hotel Pierre, Cotillion Rm, by invitation.		
Monday May 17 4:00 P.M.	OPENING OF FALL COLLECTION Also May 19 at 10:00 A.M. and 4:00 P.M.; and May 24 at 4:00 P.M. By reservation. (Note new address). (Press Show, Tuesday, May 18 at 12:00 Noon. By invitation). Contact: 239-8878.	CHESTER WEINBERG	530 SEVENTH AVENUE NEW SHOWROOM - 16TH FL.
May 17	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
Monday May 17 8:00 P.M.	ANNUAL BENEFIT SUPPER-DANCE Theme: "Adrian, the Magnificent" -- costumes for Crawford, Garbo, Gaynor, Harlow, Hepburn, MacDonald, Shearer; also his high fashions for the American woman. Minimum contribution: \$125.00 per person for 1971 Foundation Fund for Scholarships and Development. (Black tie). Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Beginning Monday May 17	FALL BOUTIQUE IMPORTS FROM PARIS Fall collections and the Nina Ricci Boutique. Continuous by appointment. Contact: Helen Presser, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday May 17	ITALIAN READY-TO-WEAR IN NEW YORK Showing of Fall collections. By reservation. Contact: PL. 5-2340.	MODA ROMANA	ST. REGIS HOTEL MEZZANINE
Beginning Monday May 17	OPENING OF FALL COLLECTIONS Continuous showings. Contact: 244-6350.	TANNER OF NORTH CAROLINA; TOBY TANNER; TANNERWAY	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
May 18	9:00 A.M., MALCOLM CHARLES, 530 Seventh Avenue, 5th floor, 594-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 18 9:30 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 564-0910.	CLAUDIA BY GEORGE HALLEY	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION Also May 19 at 11:30 . By reservation. Contact: Mr. Revell, CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 18	10:00 A.M., LEO NARDUCCI, 550 Seventh Avenue, 8th floor, 594-5660.		
May 18	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121.		
May 18	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 18	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 23rd floor, LA. 4-9350.		
Tuesday May 18 11:00 A.M.	PREVIEW OF FALL COLLECTION By reservation. Thereafter by appointment. Contact: 524-3818.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 18 12:00 Noon	OPENING OF FALL COLLECTION Also May 26 at 12:00 Noon. By reservation. Contact: Sam Cohen, 244-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 18	12:00 Noon, CHESTER WEINBERG PRESS SHOW, 530 Seventh Avenue, by invitation.		
May 18	12:00 Noon, MOLLIE PARNIS, 530 Seventh Avenue, 18th floor, BR. 9-5012.		
May 18	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
May 18	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
Tuesday May 18 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. At 10:30 and 2:30 until June 15. Contact: Peter Horn, BR. 9-9223.	CUDDLECOAT-LaFLAQUE BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
May 18	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 18	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Tuesday May 18 5:00 P.M.	OPENING OF FALL COLLECTION Also May 20, 26 at 2:30; May 21 at 10:30. By reservation. Contact: LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
May 18	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
May 19	10:00 A.M., CHESTER WEINBERG, 530 Seventh Avenue, 16th floor, 239-8878.		
May 19	10:00 A.M., GINO CHARLES, 530 Seventh Avenue, 4th floor, LA. 4-4510.		
May 19	10:00 A.M., SOMETHING! BY OSCAR DE LA RENTA, 1411 Bway, 29th fl, 594-5424.		
May 19	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave, 23rd fl, LA. 4-9350.		
May 19	11:30 A.M., BEN REIG, 498 Seventh Avenue, 23rd floor, CH. 4-1542.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 19	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh, 14th fl, LA. 4-3520.		
May 19	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
Wednesday May 19 1:00 P.M.	OPENING OF FALL COLLECTIONS Designed by Martin Staehely. (Press show: Thursday, May 20 at 1:00 P.M., by invitation). Contact: Dorothy Hermé, 244-7270.	SARMI; SARMI BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
May 19	1:00 P.M., DOMINIC ROMPOLLO, 550 Seventh Avenue, 6th floor, 239-4155.		
May 19	1:00 P.M., MALCOLM STARR INTERNATIONAL, 530 Seventh Ave., 20th fl, 594-0030.		
May 19	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
May 19	2:30 P.M., CHRISTIAN DIOR-NEW YORK, 498 Seventh Ave, 17th fl, LO. 4-9220.		
May 19	2:30 P.M., HOUSE OF BRANELL, 530 Seventh Ave., 27th fl, PE. 6-6983.		
May 19	4:00 P.M., CHESTER WEINBERG, 530 Seventh Ave., 16th fl, 239-8878.		
Wednesday May 19 5:30 P.M. Champagne	FALL COLLECTION: FIRST ANNIVERSARY CELEBRATION Fall cocktail and evening fashions and accessories designed by Surjit and Adarsh Gill. By invitation. Publicity: Frances Laterman, TR. 6-5921. From May 21, by appointment, Hotel Gotham. Contact: Miss Gill, 348-2132.	SAZ (200 EAST END AVENUE)	RAFFLES FIFTH AVENUE & 59TH ST.
May 20	9:30 A.M., CHRISTIAN DIOR-NEW YORK, 498 Seventh Avenue, 17th fl, LO. 4-9220.		
May 20	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350.		
May 20	11:30 A.M., CHUCK HOWARD, 550 Seventh Avenue, 2nd floor, 564-2155.		
May 20	1:00 P.M., SARMI; SARMI BOUTIQUE, 550 Seventh Avenue, 3rd floor, 244-7270.		
May 20	1:00 P.M., EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
May 20	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 20	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
May 20	4:00 P.M., MALCOLM STARR, 530 Seventh Avenue, 20th floor, 594-0030.		
May 20	4:00 P.M., J.G. COUTURE, 530 Seventh Avenue, 20th floor, 594-0030.		
Thursday May 20 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: HOME LINENS BY BILL BLASS Informal press preview of the Bill Blass collection of Bed and Bath linens for Springs Mills. Mr. Blass will be present to greet the guests. Press only, by invitation. (Buyers, Monday, June 7, 4:00 to 7:00). Contact: Doris Thistlewood, 556-6435.	SPRINGS MILLS, INC.	104 WEST 40TH STREET 3RD FLOOR
May 21	10:30 A.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
Sunday May 23- May 26	THIRD SEMI-ANNUAL BOUTIQUE SHOWING Over 900 apparel and accessory manufacturers; 630 exhibitors; 20 countries represented. Contact: Oscar Pluznik, LA. 4-5024.	NATIONAL BOUTIQUES SHOW	HOTEL McALPIN BWAY & 34TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 24	12:00 Noon, EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
May 24	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
May 24	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
Monday May 24 3:00 P.M.	PRESS PREVIEW: FURS BY EMERIC PARTOS Fall preview of Emeric Partos exclusive fur designs for Bergdorf Goodman. By invitation only. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	FUR SALON 2ND FLOOR
May 24	4:00 P.M., CHESTER WEINBERG, 530 Seventh Avenue, 16th floor, 239-8878.		
May 25	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 25	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave, 23rd fl, LA. 4-9350.		
May 25	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
May 25	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Tuesday May 25 2:00 P.M.	OPENING OF FALL COLLECTION Also June 1 at 2:00. By appointment. Contact: Miss Ruth or Miss Lorna, 695-5100	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
May 25	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 25	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Beginning Tuesday May 25	OPENING: ANGELA'S FALL COLLECTION By appointment. Contact: 695-7230.	ROSSINO-ANGELA	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 26	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350.		
May 26	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh, 22nd fl, LA. 4-3520.		
May 26	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Ave., 9th floor, 244-5693.		
May 26	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
June 1	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
June 1	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100.		
Wednesday June 2 7:00 A.M. Breakfast	ANNUAL BREAKFAST FASHION SHOWS Also June 3, 4, 8, 9, 10, 11, 15, 16. Show at 8:00 A.M. By invitation. Contact: June Roche, OX. 5-1200.	DEERING-MILLIKEN (1045 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
June 2	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh, 14th fl., LA. 4-3520.		
June 2	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
Tuesday June 8 8:00 A.M.	SECOND ANNUAL FALL HANDBAG FASHION SHOW Produced by Perceptions III. By invitation. Contact: Natalie Marcin, 683-6969.	NATIONAL HANDBAG ASSN (347 FIFTH AVENUE)	STATLER-HILTON HOTEL

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